

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 332-B1-"STRIKE IT RICH!"-REQ# M-93294-Page 4/C Bleed-(8 3/4" x 11 1/2") National Magazines, 1987  
Printed in U.S.A.  
(F04)

© Philip Morris Inc. 1987

PLAYERS LIGHTS 25's

5 free per pack!

Strike  
it rich!

50 free per carton!

Kings & 100's  
Regular and Menthol

MV's suggested pricing based on full price brands.

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

Kings: 10 mg "tar," 0.8 mg nicotine av.  
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.



2061192290